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About Human Trafficking – Newsletter #14

Demand drives commercial sexual exploitation. According to the Chicago Alliance Against Sexual Exploitation (CAASE), “ending demand is the most effective strategy to end prostitution and commercial sexual exploitation in a community.”

The New Jersey Department of Children and Families, working with Prevent Child Abuse – New Jersey, is addressing the demand problem by educating young people to avoid commercial sex.

The program explores how media and culture influences society’s view of masculinity and discusses gender-based violence and healthy relationships. It encourages men to avoid, speak out against, and sign pledges opposing strip clubs, which promote sexual exploitation.

To further curb demand, New Jersey’s Prostitution Offender Program teaches johns about the health and legal risks they face, including sexually transmitted disease, violence and arrest. “John school” stresses that prostitution is not a victimless crime because many women involved in prostitution were sexually abused as children. Commercial sexual exploitation traumatizes them even further.

For more information and resources, visit caase.org/toolkits. You’ll find information about commercial sex demand and toolkits for high school coaches, faith communities and parents of high school aged sons.

Shared Hope International’s documentary, *Demand*, is available on Vimeo in a [43-minute version](#) and a [15-minute version](#).

Additional information about commercial sex demand is available on enddemandillinois.org and stopdemand.org.

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